



2611

7/B
W. Lawson
5/26/04

THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

WILLIAM P. LORD ET AL

PHA 23,761

Serial No. 09/606,400

Group Art Unit: 2611

Filed: June 29, 2000

Examiner: Brian K. Skelton

Confirmation No. 7278

CLOSED LOOP ADDRESSABLE ADVERTISING SYSTEM AND METHOD OF OPERATION

Commissioner for Patents
Alexandria, VA 22313

RECEIVED

MAY 24 2004

AMENDMENT

Technology Center 2600

Sir:

In response to the official Office Action dated April 19,
2004, please amend the above-identified application as follows: